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THE IMPACT OF LONELINESS ON THE ECONOMY AS A WHOLE

Abstract: A person is an important part of the economy. For the efficient operation of the system, the psychological state of the person is very important. More and more single people are recorded every year in many countries, including Russia. According to divorce statistics, Russia takes the fourth place after the Maldives, Belarus and Belgium. Divorce statistics in our country is 57.3%, but not all divorced people consider themselves to be lonely. Loneliness is becoming a global phenomenon. There are different types of loneliness: lifetime loneliness, recent loneliness and frequent loneliness. The question is that even if the people are alone, they do not necessarily suffer from this. The article analyses the positive and negative influence of loneliness on the person, the state and the economy as a whole.

Keywords: loneliness, economy, state problem, demography, single, information deprivation.

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ВЛИЯНИЕ ОДИНОЧЕСТВА НА ЭКОНОМИКУ СТРАНЫ В ЦЕЛОМ

Аннотация: Человек — важная часть экономики. Для эффективной работы системы очень важно психологическое состояние человека. Ежегодно во многих странах, в том числе и в

России, отмечается рост числа одиноких людей. По статистике разводов Россия занимает четвертое место после Мальдив, Беларуси и Бельгии. Статистика разводов в нашей стране составляет 57,3%, но не все разведенные люди считают себя одинокими. Одиночество становится глобальным явлением. Есть разные виды одиночества – одиночество всю жизнь, часто или недавно. Вопрос в том, что даже если люди одиноки, они не обязательно страдают от этого. В статье анализируется положительное и отрицательное влияние одиночества на человека, государство и экономику в целом.

Ключевые слова: одиночество, экономика, государственная проблема, демография, одинокий, информационная депривация.

More and more single people are recorded every year in modern Russia. According to a survey, only 7% of people admit that they are really lonely. In fact, this figure is not entirely correct. The reason is that people are not ready psychologically to accept their loneliness. Earlier, it was considered that if a person was alone, he was unsuccessful or was not loved.

Being alone and feeling lonely are two different things. You can be lonely and be in a team, get married and form a family. According to the all-Russian center for the study of public opinion there are about 10-11 million single people in our country. Most of these people are young and socially and economically active. Talking about the scale, it is quite a large number. If all these people were settled in one area, it would be a metropolis like Moscow.

In January 2018 the Prime Minister Theresa May proposed the creation of the Ministry of loneliness to combat it in the UK at the government level [2].

Loneliness is a serious problem. As Tracy Crouch, Deputy Minister for sport and civil society says: «... social exclusion and loneliness affect not only the physical and mental health of individuals, but also society as a whole» [1].

The problem of loneliness is an economic problem because the economic situation of lonely people is due to the lack of economic resources for creating a family, solving problems with housing and other aspects.

Some problems arise, such as how effectively lonely people function in the society from the point of view of the economy; what is their labor productivity, the impact on the market, on the formation of the market of goods and services. If people are alone, they, earning the necessary amount of money, have no motivation to strive for more. If we consider the long-term strategy of the state, lonely people are a real threat to the state security. Lonely people are not tied to one place. On the other hand, there is a demographic threat, and therefore there is an impact on the economy. People do not give new consumers and new labor.

One more reason for the increasing number of lonely people is infantilism. Such people believe in social networks that are full of photos and videos demonstrating freedom of lonely people, who constantly travel, relax, and do not depend on the opinion of other people.

From a corporate point of view, lonely people are a benefit. It is more profitable to hire free people as they can send them on business trips. It is advantageous to have single users. As singles need only one TV, one stove, one washing machine.

Progress is also a cause of loneliness. With the development of IT-technologies, people no longer need to communicate live, go somewhere, contact directly. There was a replacement of real communication by virtual. At the same time, a person is always alone. This problem has affected developed countries, for example, Japan. There is a certain term «Hikikomori», people who refuse to have social life and often seek an extreme degree of social isolation and solitude [3].

Thus, there are both positive and negative aspects in such phenomenon as loneliness. For corporations it is a benefit, but for the state and lonely people loneliness has a great potential danger.

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